



Utah Governor's Office of Economic Development

BUSINESS • TOURISM • FILM

UTAH
LIFE ELEVATED™





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WELCOME

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International Resources + Effective International Networking = International Business Success

How companies thrive in the international workplace

Franz Kolb

Director – Europe, Middle East, Africa and India



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ITDO's Mission

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- Increase International Trade
- Support Utah businesses, creating and sustaining jobs
- Leverage diplomatic contacts to capitalize on international Markets



Increase International Trade

- Organize and lead Utah companies on trade missions to decisive foreign markets as well as trade visits into Utah
- Maintain international trade representatives abroad: Chile, Mexico, Japan, China, Korea, France, Germany
- Host training seminars, lectures and networking functions with local and international experts



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Support Utah businesses, creating and sustaining jobs

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- Provide individual counseling to Utah businesses and connects them with strategic US organizations.
- Assist companies in developing opportunities to expand into international markets.



Leverage diplomatic contacts to capitalize on international markets

- Host diplomatic visitors, providing local businesses with networking opportunities and international support channels
- Works closely with the Utah Consular Corps to assist international business expansion
- As the official diplomatic advisory agency for the State of Utah, ITDO develops international cooperative agreements to further business opportunities



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Commodities

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Utah Exports:

1. Primary Metals (Gold)
2. Electronics
3. Medical Equipment
4. Industrial Machinery
5. Mined Ores
6. Auto Parts
7. Food Preparations
8. Aerospace Equipment
9. Cosmetics
10. Pyrotechnics





Divisions

3 Regional Directors:

- Miguel Rovira - Latin America & Canada
- Brett Heimburger – Pacific Asia
- Franz Kolb – Europe, Middle East, Africa, & India

7 Trade Representatives:

- Japan, China, Korea, Chile, Mexico, Germany, France



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Educating UT Businesses

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- Brown Bag Lunch Series on Exporting
- International Networking Seminar
- Doing Business in India
- Doing Business in Mexico
- Women in International Business
- Business Opportunities in Piura, Peru
- Utah-Europe Days 2011 (8 total seminars)
- Doing Business in China

Website: <http://business.utah.gov>



Inward Trade Missions

- 2-3 days
- Hospitality arrangements
- Transportation
- Agenda
- Businesses luncheon open to business community
- One-on-One meetings
- Visits with Utah companies of interest
- Private dinner with key professionals
- Meeting with the Governor if appropriate



Collaborations

- Monthly International Calendaring Meeting
- Work closely with other institutions such as:
 - Salt Lake Chamber of Commerce and various chambers of commerce
 - Brigham Young University
 - Consulates
 - U.S. Commercial Service
 - World Trade Center Utah
 - Utah Council for Citizen Diplomacy



STAFF

- Craig Peterson, Director
- Brett Heimburger, Regional Director, Asia
- Franz Kolb, Regional Director, Europe, India, Middle East and Africa
- Miguel Rovira, Regional Director, Americas
- Kit Burton, Trade Mission Coordinator



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Contact

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Strategic Partnerships

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UTAH

WORLD
TRADE
CENTER





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World Trade Center Utah



Mission: To guide Utah companies into profitable global markets

Resources and Services:

- Trade leads and matchmaking opportunities
- Training classes and seminars
- Market analysis
- Strategy development
- Access to trade missions

Website: www.wtcut.com





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U.S. Commercial Service



Mission: To promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global marketplace

Resources and Services:

- Export Assistance Center
- Trade specialists in over 100 cities and 80 countries
- Foreign country data called Country Commercial Guides
- Market research reports
- Marketing statistics

Website: www.export.gov





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U.S. Small Business Administration

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The SBA of International Trade provides assistance specifically to exporters.

Resources and Services:

Seminars & Training

Service Corps of Retired Executives (SCORE) counseling

Export Transaction Financing

Expert Market Development Financing

Contract Opportunities

Website: www.sba.gov





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World Trade Association of Utah **UTAH** LIFE ELEVATED™

Mission: To assemble a group of professional people in Utah to promote, network, and expand international trade and commerce.

Resources and Services:

- Office of the United States Trade Representative
- Utah Business Magazine
- Export-Import Bank of the United States
- Federation of International Trade Associations
- International Trade Administration
- Global Edge

Website: <http://www.wtaofutah.org/resources/>



WORLD TRADE ASSOCIATION
OF UTAH



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Utah District Export Council



The Utah District Export Council (DEC)

A volunteer organization comprised of Utah businesspeople appointed by the U.S. Secretary of Commerce who contribute leadership and international trade expertise to complement the U.S. Commercial Service Utah's export promotion efforts through counseling and mentoring Utah businesses and conducting trade education as well as community outreach





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Utah Chambers of Commerce



Chambers in Utah:

American Fork

Cache Valley

Chamber West (West Valley)

Chamber East (Midvale)

Davis

Murray Area

Ogden/Weber

Park City

Provo/Orem

Salt Lake City

Sandy Area

South Salt Lake

Southwest Valley

Tooele County

West Jordan



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Networking

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The 9 Essential Steps of Successful International Networking©



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Step 1: Pre-Contact Preparation

- Every contact is an opportunity
 - Prioritize Contacts
 - Calendar/Notetaking Tools
- Wear correct attire





Hard Copy



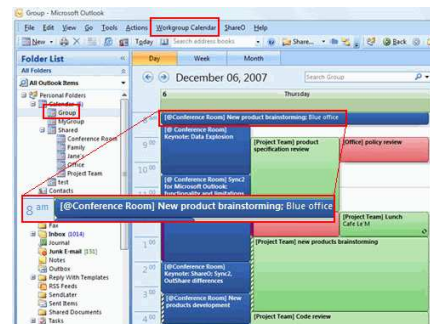
12 THURSDAY
OCTOBER, 2006

APPOINTMENTS / PHYSICAL ACTIVITIES		MEDICATIONS LOG		BLOOD SUGAR		DAILY SELF-ASSESSMENT JOURNAL / QUESTIONS FOR THE DOCTOR	
7							
8							
9							
10							
11							
12							
1							
2							
3							
4							
5							
6							
7							
8							

	BREAKFAST		LUNCH		DINNER		SNACK	
	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME
Starch								
Fruit								
Milk								
Vegetable								
Other								
TOTAL CALS								
WEAT								
FAT								
EXCHANGE TOTAL								

THURSDAY OCT. 12, 2006 12

Electronic





Step 2: The Greeting

- Appropriate cultural greeting
- Effective ways to give business cards





Step 3: Focus on the Individual Contact



- Establish commonalities
 - What are the hot buttons?
- Always be there with the person 100%



Step 4: Focus on Communication with the Individual

- Mine for information
 - Take good notes
 - Active listening
- Compliment person sincerely
 - Be careful with jokes



Step 5: Search for Added Value

- Introduction to partners. Be a facilitator





Step 6: Be Courteous

- Be cognizant of others' time
- Read between the lines for meaning
- Gracious way to move on





Step 7: Leave a Token of Appreciation

- Gifts. What is appropriate and what is not.





Step 8: Show gratitude

- Stay in touch with contacts





Step 9: Follow-up



- Utilize networking database
- Telephone and email in timely manner



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Networking

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Questions?



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Thank you!

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